



**LOWCOUNTRY REGIONAL TRANSPORTATION AUTHORITY
BOARD OF DIRECTOR'S MEETING**

Wednesday, May 25, 2022

2:00 P.M.

MINUTES

1. CALL TO ORDER

Board Chair Mitchell called the meeting to order at 2:04 P.M.

2. PLEDGE OF ALLEGIANCE AND INVOCATION

Board Vice Chair Childs gave the invocation and Director of Maintenance Mark Stanley led the pledge of allegiance.

3. FOIA

Public notification of this meeting has been published, posted, and distributed in compliance with the South Carolina Freedom of Information Act.

4. ROLL CALL OF BOARD MEMBERS AND RECOGNITION OF STAFF PRESENT

Board Members Present: Representing Beaufort County: Vice Chair Barbara Childs, Richard Hamilton; representing Colleton County: Chris Bickley; representing Jasper County: Board Chair Charles Mitchell; representing Lowcountry Council of Governments: Stephanie Rossi; and representing Allendale County: William Robinson

Board Members Absent: Darrel Russell from Hampton County and Susan Zellman from Beaufort County.

Staff Members Present: Mary Lou Franzoni, Executive Director; Henry Criss, Director of Finance & Administration; Mark Stanley, Director of Maintenance; Cavada Russell, Office Administrator; Brian Sullivan, Director of Marketing & Communication; and Christopher Dreisbach, Maintenance Technician.

Guests Present: There were no guests present.

5. WELCOME

Vice Chair Childs welcomed new board member William Robinson representing Allendale County, and all board members and staff.

Public Forum

No members of the public were present

6. RECOGNITION OF DRIVER OF THE MONTH

Executive Director Mary Lou Franzoni recognized Mr. Charles Singleton as the Driver of the Month for March and Mr. Leroy Haynes as Driver of the Month for April.

7. APPROVAL OF MINUTES

March 23, 2022 Board Meeting

Motion: Board Member Hamilton moved that the minutes from the March 23, 2022 Board meeting be approved. The motion was seconded by Board Chair Mitchell.

Vote: The motion was carried unanimously.

8. ACTION ITEMS

a. Committee Assignments

Committee Assignments were accepted and will be listed under the next agenda.

b. Approval of FY 2023 Budget

Mr. Criss presented the recommended budget for Fiscal Year 2023. The general fund budget is balanced and totals \$6,215,990 with \$660,500 programed for capital and \$5,555,490 programmed for operating.

Motion: Board member Hamilton made a motion that the Budget for FY 2023 be open for discussion and accepted as action item presented by Finance Director Criss. The motion was seconded by Board member Robinson.

Vote: The Motion was carried unanimously to approve the Budget for FY 2023.

9. INFORMATIONAL ITEMS

- a. **Executive Director's Report** – Executive Director Franzoni presented her report, she gave recognition and thanks to the Authority's staff for all their hard work during this very busy season. Franzoni acknowledged Mobility Manager, Ms. Atkinson, who filled in as Interim Operations Director for two months. Franzoni welcomed the Authority's new Operations Director Mr. Justin Shilling. Franzoni presented the newly designed 20-panel Trolley Rider's Guide Brochures which includes advertising with highlighted maps that were created by Mr. Sullivan, Director of Marketing and Communications. Franzoni also informed the board about the monitors that are on the trolleys which gives riders information about destinations along the Trolley routes.
- b. **Finance Director's Report** – Director of Finance & Administration Criss presented a summary of financial reports for the most recent period.
- c. **Board Chair's Report** – Chair Mitchell, reported that he and Board members Ms. Zellman and Ms. Childs were able to ride the Palmetto Breeze on the Bluffton route. He stated that it was a very good experience and Chair Mitchell encouraged all of the Board members to ride one of the routes. Chair Mitchell and Director of Finance Criss met with Allendale County Council.

10. OLD BUSINESS

- a. **LATS Update** – Stephanie Rossi from the Lowcountry Council of Governments provided an update on the next scheduled LATS meeting which is scheduled for August 5, 2022.
- b. **Hilton Head Airport Service Update** – Hoping to start by July 1, 2022.
- c. **Breeze Trolley Update** – Brian Sullivan, Director of Marketing and Communications, gave an update on the Breeze Trolley service launch and new marketing efforts. He stated that the service successfully launched April 9, 2022 and that ridership is exceeding expectations and is at a higher rate than experienced in 2021. He also shared a copy of the 2022 Rider's Guide which has been distributed and is available. This Rider's Guide was paid for primarily through print advertising from our trolley partners along the routes.

11. NEW BUSINESS

- a. **Beaufort County Transportation Sales Tax Referendum** – Mr. Criss explained the impact of the 2022 Transportation Sales Tax Referendum (or “penny sales tax”) proposed by Beaufort County Council on the Authority. The proposed tax would generate a total of \$700 million over 10 years for transportation projects to include \$25 million for Mass Transit Operations. Expenditures from the funds from the tax would be subject to specific requirements.

- b. **Passenger Survey Results** – Mr. Sullivan presented the results of the passenger surveys which were conducted by the Mobility Management and customer service teams between the months of February and March of 2022. All surveys were conducted in person with passengers while riding. Survey results showed continued improvements in overall passenger satisfaction and satisfaction with Palmetto Breeze staff, both the operators and the customer service staff. This year's survey included two new questions about mobile app and social media use, both of which provided results that were encouraging, supporting the continued investments in these customer-focused tools.

12. NEXT STEPS

- a. Follow up on State Funds

- b. Ms. Franzoni will continue to track the Airport Shuttle service developments.

- c. Mr. Criss will continue to monitor the developments related to the 2022 Transportation Sales Tax Referendum.

13. ANNOUNCEMENTS

- a. The next Board Meeting will be held on July 27, 2022 at 2:00 P.M. with Committees meeting at 1:00 P.M.

14. ADJOURNMENT

- a. Board member Hamilton made a motion to adjourn which was seconded by Board Member Robinson and approved unanimously. The meeting was adjourned at 3:32 P.M.